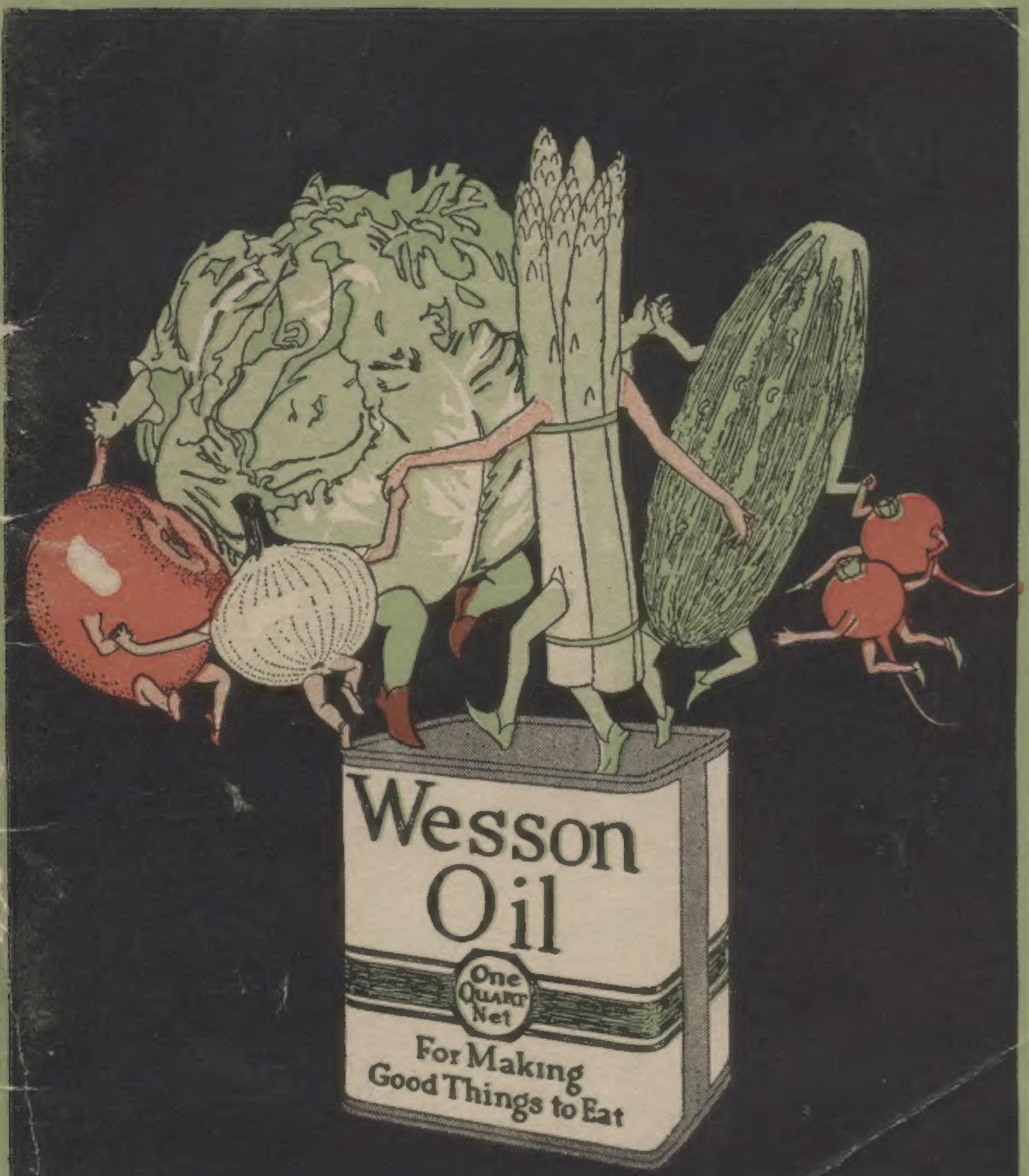


Saladtime

Saladtime

The salad has
a definite place in the menu.
It is not an accessory. It is not a luxury.
It is a definite food and a
definite necessity

1924

THE WESSON OIL & SNOWDRIFT PEOPLE
One Hundred Twenty Broadway, New York City

Contents

SALADTIME, 1

MAYONNAISE, 5

- Russian Dressing, 8
- Thousand Island Dressing, 8
- Celery Mayonnaise, 9
- Devilled Mayonnaise, 9
- Chili Mayonnaise, 9
- Tea Room Mayonnaise, 9
- Almond Paste Mayonnaise, 10
- Toasted Nut Mayonnaise, 10
- Sauce Tartare, 10

FRENCH DRESSING, 11

- Worcestershire French Dressing, 12
- Chili Sauce French Dressing, 12
- Southern French Dressing, 12
- French Dressing for Fruit Salads, 12
- French Nut Dressing, 13
- French Paprika Dressing, 13

A FEW THINGS TO REMEMBER, 14

SALAD SUGGESTIONS, 15

- String Bean Salad, 15
- Garden Salad, 15
- Egg and Pimento Salad, 16
- San Francisco Salad, 16
- Alligator Pear Salad, 17
- Apple, Celery and Raisin Salad, 18
- Nut, Date and Celery Salad, 18
- Candle Salad, 19
- Waldorf Salad, 19
- Monte Carlo Salad, 20
- Cheese and Pimento Salad, 21
- Roquefort Cheese Salad, 21
- Chicken Salad, 22
- Lobster Salad A La Hotel, 22
- Crab Meat Salad, 23
- Shrimp Salad, 23
- Tuna Fish Salad, 24

WESSON OIL FOR FRYING, 25

WESSON OIL FOR COOKING, 27

SALADTIME IS ALL THE TIME

THE SALAD is one of our most adaptable foods; as a matter of fact, it has a definite place in nearly every menu. Luncheon, supper, dinner, and party refreshments all need the right salad touch.

The word salad conjures up in the minds of most housewives one of two pictures—either the vinegar-drenched common garden lettuce—so often misused—or the elaborate refreshment salad which appears on formal occasions.

There are dinner salads—the simplest type

made up of deliciously crisp salad greens, with or without the addition of cooked or uncooked vegetables, which are usually dressed at the table. These are suitable for use in any dinner menu.

Then there is the luncheon or supper salad, which may be of the simple type, as that served at dinner, or which may include various other ingredients, such as bits of left-over meat or hard-cooked eggs, cooked beans and other vegetables, cheese and various other foods. In this case, the salad is a meal in itself.

Then there is the dessert or sweet salad, which includes those delicious fruit salads with which we are all more or less familiar —the frozen salads—and the salads of jellied fruits. These are used not only to combine the dessert and salad courses at a

meal, but frequently appear among the foods listed as refreshments for affairs. Then we have, in addition, the familiar refreshment salad of chicken, lobster, or crabmeat, plus all of the new party salads which include those that are frozen.

Whenever and however the salad is used, it has a definite place in the menu. It is not an accessory. It is not a luxury. It is a definite food and a definite necessity.

Along with the salad green are introduced the other parts of the salad; the vegetables, which may reinforce it—the cheese, eggs, nuts, or fish, which may act as meat substitutes—meat itself, or a variety of fruits so wide that all fruits may truly be included.

Another virtue of the salad is that it can often be an economy. There is hardly a day when your ice-chest does not contain bits

of cold meat, fish, vegetables or fruit—bits of food that should not and need not be wasted. They are just the thing for a salad and a salad is just the thing for them—it is the most appetizing way to avoid the waste of perfectly good food. By taking a little pains in the preparation, these salads can be made as good to look at as they are good to eat.

Salad greens and the added foods are made into salads by means of a dressing, and it is this dressing made to suit your own particular taste, which is the real secret of a good salad.

There are enough so called salad dressing recipes published to fill volumes but inasmuch as many of them are merely variations of the most popular—Mayonnaise and French Dressing, we will only list these two with just a few of their variations.

WESSON OIL MAYONNAISE

WESSON OIL and a fresh egg—beaten together and seasoned to taste—make the most delicious Mayonnaise you ever put in your mouth.

Mayonnaise is nothing but oil and egg properly beaten together and seasoned. It is as simple and easy as that—and it takes less time to make it than it does to tell how to do it.

If the egg is fresh and the oil Wesson Oil, you are sure of a pure, delicious Mayonnaise in almost no time and at a trifling cost.

The quickest results are obtained if the oil and egg are not too cold. The ordinary temperature of your kitchen is just right.

Break the egg in a bowl, add about a tablespoon of Wesson Oil and beat vigorously with an egg beater or a fork—until the oil and egg are thoroughly mixed. How long will that take? About a minute—or, maybe,

while you count fifty, not as fast as you can count but as fast as you can beat.

Add another tablespoon of oil and beat again—vigorously.

Two tablespoons and beat again.

Two or three more and beat again.

Your Mayonnaise will begin to thicken a little. Then add Wesson Oil four or five tablespoons at a time, beating well after each addition—until your Mayonnaise is as thick and stiff as you want it. (Never add more than a quarter-cupful of oil at one time.)

The more oil you beat into it the thicker your Mayonnaise will be.

After your Mayonnaise is made, season it.

You will find that a half teaspoon of salt, a teaspoon of sugar, a teaspoon of mustard, a generous pinch each of paprika and red pepper and a tablespoon of lemon juice or vinegar is a popular seasoning.

Mix the salt, sugar and spices in a cup,

add the vinegar or lemon juice, stir until the salt and sugar are dissolved, and pour into the Mayonnaise—beating the seasoning in well. This makes a mild Mayonnaise.

If you do not like a sweet salad dressing, leave out the sugar. If you happen to prefer a very sweet dressing add more sugar and leave out the mustard. Or if your family is fond of very spicy things, add any amount and any kind of seasoning and spices you like. Suit yourself.

There is really nothing easier to make than a good Mayonnaise—and you know how good it is because you know that it is made of Wesson Oil, a fresh egg, and pure spices.

After you have tried it once, you will be amazed to find that anything so good can cost so little and be so easy to make.

With Wesson Oil Mayonnaise as a base it is an easy thing to make many other delicious salad dressings.

Here are a few suggestions:

Russian Dressing

Combine

¾ cupful Wesson Oil Mayonnaise
½ hard boiled egg, chopped fine
1 tablespoonful chopped green pepper
1 tablespoonful chopped pimentoes
1 tablespoonful chopped chives
⅓ cupful chili sauce

Then stir in juice of one-quarter lemon. Serve with any plain green salad, or with tomato, egg or fish salad.

Thousand Island Dressing

1 cupful Wesson Oil Mayonnaise
⅓ cupful chili sauce
⅓ cupful whipped cream
2 tablespoonfuls chopped, sour and sweet pickles or chow chow
1 chopped pimento

Combine ingredients in order given and serve with any green salad, or with egg, chicken, ham, tongue, celery or asparagus.

Celery Mayonnaise

Combine one-third cupful of tender celery, which has been put thru a food chopper, with one-half tablespoonful lemon juice, and one cupful of Wesson Oil Mayonnaise. Use with any green vegetable salad, or with potato, cucumber, tomato, chicken, fish or egg salad.

Devilled Mayonnaise

Combine one teaspoonful of prepared French mustard, one minced pimento, one tablespoonful of mild green pepper, minced, with one cupful of Wesson Oil Mayonnaise. Use with fish or egg salads.

Chili Mayonnaise

Combine two tablespoonfuls of highly seasoned Chili Sauce with one cupful Wesson Oil Mayonnaise. Use with any vegetable salad, with plain salads, or egg or fish salads.

Tea Room Mayonnaise for Fruit Salads

To one cupful of Wesson Oil Mayonnaise add one-quarter cupful of cream, whipped stiff, one-half tablespoonful of lemon juice and a little paprika. Stir well.

Almond Paste Mayonnaise

To one cupful of Wesson Oil Mayonnaise add two tablespoonfuls of almond paste, softened with one tablespoonful of lemon juice. Use with any simple fruit salad.

Toasted Nut Mayonnaise

To one cupful of Wesson Oil Mayonnaise add one-quarter cupful of finely-chopped, toasted almonds, pecans or filberts, which have been blanched before toasting. Serve with a salad made of firm fruit.

Sauce Tartare

To one cup of Wesson Oil Mayonnaise add two olives, one gherkin and one small onion, all chopped fine. Also one tablespoonful chopped parsley. Stir and serve cold with fried or broiled fish or lobster cutlets.

FRENCH DRESSING

French Dressing is the simplest—yet, at the same time, the most sophisticated of all salad dressings.

> Six tablespoonfuls of Wesson Oil, two tablespoonfuls of vinegar or lemon juice, one-third teaspoonful of salt, a few shakes of pepper and stir well. Paprika may be added if desired.

It can be made in quantity if desired by merely increasing the amount of the various ingredients used, maintaining the proper proportions of oil and vinegar—one part of vinegar to three parts of Wesson Oil.

When made in quantity this dressing can be kept in a covered jar in the ice box, and is ready for use at any time, merely needing a thorough shaking to break up the oil and blend it with the acid.

This dressing is always ready for use plain, or as a basis for many delicious variations of French Dressing.

A few of these are as follows:

Worcestershire French Dressing

To one-half cupful French Dressing add one and one-half teaspoonfuls of Worcestershire Sauce. Use with meat salads, such as tongue, ham, etc., or with salmon or any other fish salad.

Chile Sauce French Dressing

To one-half cupful of French Dressing add two tablespoonfuls of Chile Sauce. Use with any green salad, celery, cucumber or cauliflower salad, or fish, or egg salad.

Southern French Dressing

Mash two egg yolks to a paste, add one-half cupful of French Dressing, one teaspoonful of finely-minced green pepper and a little paprika. Use with any plain vegetable, meat, or fish salad.

French Dressing For Fruit Salads

French Dressing for fruit salads is more delicate if made with lemon juice instead of vinegar, and paprika instead of black pepper. It may be made up in quantity for two or three occasions, as follows:

⅔ cupful Wesson Oil
⅓ cupful lemon juice
½ teaspoonful salt
¼ teaspoonful paprika

Place in a jar and shake until emulsified, or the oil is broken up. Use as needed.

French Nut Dressing

Combine one-half cupful of French Dressing for Fruit Salads with two tablespoonfuls of finely chopped, blanched, toasted almonds, filberts, pecans, or Brazil nuts, and beat well.

French Paprika Dressing

To one-half cupful of French Dressing add one-half teaspoonful of paprika, or sufficient to make it very red. Serve with any vegetable salad, or if the French Dressing is made with lemon juice, any fruit salad to which it is desirable to give a slightly savory taste.

THE *preceding dressings mentioned for use with Fruit Salads are suitable with any fruit salads but unless the salad is to act as a course at dinner, it is usually topped with Almond Paste or Tea Room Mayonnaise.*

A FEW THINGS TO REMEMBER

In the serving of perfect salads several points should be taken into consideration:

All ingredients should be cold.

The salad greens must be dry and crisp.

All meats, vegetables, or other ingredients should be cut in shapely pieces, not put through the food chopper, nor minced, unless so specified.

Unless the salad is to be dressed at the table the various ingredients should be allowed to marinate or stand in a certain amount of designated French Dressing for from ten to twenty minutes, so that the flavorings and oil may be absorbed.

All salads should be served with a garnish of some kind of fresh green. This may be lettuce or one of the many salad plants.

Care should be taken to select the right dressing for the salad.

A FEW SALAD SUGGESTIONS

String Bean Salad

1 pint cooked string beans, left full length
½ cupful finely minced celery
2 tablespoonfuls minced pimentoes or green pepper
⅓ cupful French Dressing
Any desired salad green

Add the celery and peppers to the French Dressing. Pour over the beans and chill for twenty minutes. Then arrange the beans in an orderly pile on a salad plate and garnish with the salad green. Cream cheese balls are often used as a garnish to the salad.

Garden Salad

2 cupfuls diced cooked potatoes
1 cupful shredded, cooked string beans
1 cupful diced cooked beets
1 cupful cooked green peas (optional)
½ cupful French Dressing, Mayonnaise or Russian Dressing
Any salad green

Combine all the cooked vegetables, except the beets, with the French Dressing and let stand for twenty minutes to chill. Then stir in the beets and sufficient Mayonnaise to blend. Arrange in a salad bowl, wreathe with the salad green and top with extra dressing and slices of beet.

Egg and Pimento Salad

5 hard-cooked eggs
3 shredded pimentoes
1 cupful shredded heart leaves of lettuce
⅓ cupful diced celery (optional)
⅓ cupful French Dressing
Chili Mayonnaise to blend, lettuce leaves or cress

Slice the egg and combine them with the lettuce, pimentoes, celery and French Dressing, stirring as little as possible. Chill for twenty minutes, then transfer to a salad bowl, wreathe with the salad green and pour over Chili Mayonnaise to moisten. Garnish with strips of pimento.

San Francisco Salad

⅓ cupful sliced ripe olives
1 chopped hard-cooked egg
⅓ cupful broken walnut meats
1 minced pimento
6 medium-sized tomatoes
Mayonnaise
Lettuce

Combine the olives, egg, walnuts and pimento with sufficient Mayonnaise to blend. Remove the skins from the tomatoes, hollow out the centers and fill with the olive mixture. Arrange for individual service on salad plates with a garnish of lettuce and extra Mayonnaise. If desired, the filled tomato may be prepared before serving time and placed in the ice-box after pouring over it a little French Dressing.

Alligator Pear Salad

1 Alligator pear
2 good-sized tomatoes
2 tablespoonfuls minced green peppers (optional)
⅓ cupful French Dressing
Lettuce

Remove the peeling from the alligator pear. Cut it in thin crosswise slices and take out any remaining pulp. Place in a bowl with some of the dressing and put the sliced tomatoes in another bowl with the remaining dressing. Chill for twenty minutes, then put a little lettuce on each of the six plates and lay on this, first a slice of tomato, then one of the pear. Strew with the minced pepper, if used.

Apple, Celery and Raisin Salad

1 cupful diced tart apple
1 cupful diced celery
Lettuce
⅓ cupful raisins
½ cupful French Dressing

Combine the raisins and French Dressing and let stand for half an hour, then pour this over the apple and celery, combined. Chill for ten minutes and arrange in the salad bowl, or on individual plates, with a garnish of lettuce. This is used especially with duck or goose.

Nut, Date and Celery Salad

1 cupful broken walnut meats (any kind) pecans or toasted Brazil nuts or filberts
1½ cupfuls dates, quartered lengthwise
1 cupful diced celery
2 oranges cut into sections (optional)
French Fruit Salad Dressing
Mayonnaise to blend
Lettuce

Combine the nuts, dates, celery and the orange (if

used), with the French Dressing and chill for twenty minutes. Add Mayonnaise to blend, and serve garnished with lettuce.

Candle Salad

For each person allow a slice of canned pineapple and half of a banana. Pare down the banana on the crooked side, so that it will be straight and look like a candle. Set each section of banana into the hole in the pineapple, and place a maraschino cherry on top to represent the flame, pouring over a little French Fruit Salad Dressing. Drain for a few moments, then arrange individually, for a small company, on salad plates with a garnish of lettuce. For large numbers, these salads look extremely handsome arranged on a platter with a garnish of Tea Room Mayonnaise, Plain Mayonnaise or Nut Mayonnaise, and a little parsley and lettuce.

Waldorf Salad

Mix an equal quantity of diced celery and apples, add a quarter of a pound of pecans or English walnuts, chopped fine. Put over a tablespoonful of lemon juice and sufficient Mayonnaise dressing to thoroughly cover. Serve on leaf of lettuce.

Monte Carlo Salad

6 slices canned pineapple
1 cream cheese
2 tablespoonfuls Chili sauce
Truffles
Pimentoes
French Paprika Dressing
Tea Room Mayonnaise

Pour French Paprika Dressing over the pineapple and let stand for twenty minutes to chill. While this is being done, combine the Chili sauce and cream cheese and form into balls the size of the hollow in the pineapple.

Arrange individually as follows:

Put a cream cheese ball in the center of each slice of pineapple and top with Tea Room Mayonnaise. With a pair of scissors cut clubs and spades from the truffles, and hearts and diamonds from the pimentoes. Place on opposite sides of the pineapple a club and a spade, alternating with a heart and a diamond. Garnish the salad sparingly with parsley.

This is an unusually delightful and appropriate salad for a card party.

Cheese and Pimento Salad

1 small can pimentoes drained and sliced
¾ cupful diced celery
1 snappy cheese, sliced
½ cupful Southern French Dressing
Lettuce or cress

Place the pimentoes, celery and cheese in layers in a bowl and pour over the French Dressing. Let stand for twenty minutes to chill, then turn out on a salad plate. Wreathe with lettuce or cress and, if desired, with sliced tomatoes, asparagus tips or alternating slices of cucumbers and tomato, which have been allowed to marinate in French Dressing.

Roquefort Cheese Salad

½ cupful bits Roquefort cheese
1 small head lettuce
½ cupful French Dressing

Arrange the lettuce individually in nests, sprinkle over the Roquefort cheese and pour over the French Dressing. If desired, the Roquefort cheese and lettuce may be combined in a salad bowl and the whole be dressed at the table.

Chicken Salad

Cut cold boiled chicken into small cubes; put them in a bowl and to each quart allow a teaspoonful of salt, a tablespoonful of lemon juice or vinegar, a saltspoonful of black pepper; mix and stand aside until cold. Cut two-thirds as much white celery into bits of the same size and stand it in a cold place until mixing time. At serving time mix the celery and chicken, cover thoroughly with Mayonnaise, dish on lettuce leaves, garnish with olives, capers and hard boiled eggs.

Lobster Salad A La Hotel

Allow a small boiled lobster for each individual, serving it in the shell. The meat should be loosened, so that it may be easily removed. Take out the inedible portions, filling in the space thus left, with finely diced celery or the firm part of a cucumber mixed with Mayonnaise or Sauce Tartare.

Serve the lobster with a garnish of extra Mayonnaise, lemon points and lettuce. This dish is often accompanied with sliced tomatoes, which have been allowed to stand for a few moments in plain French Dressing.

Crab Meat Salad

Mix desired quantity crab meat with one-third as much chopped celery. Sprinkle with salt and pepper and stir Mayonnaise in lightly. Serve on lettuce garnishing with thin slices of lemon and sprigs of parsley.

Shrimp Salad

2 cupfuls cooked shrimp (fresh or canned) broken into bits
1 cupful diced celery or the firm part of cucumber
⅓ cupful sliced stuffed olives
⅓ cupful French Dressing
Mayonnaise to blend
Lettuce

Combine the shrimps, olives, celery and French Dressing and chill for twenty minutes. Then add Mayonnaise to blend and arrange for service with a garnish of lettuce and extra dressing.

Tuna Fish Salad

1 pound can Tuna Fish
1 cupful diced celery
2 shredded pimentoes
Chili Mayonnaise
Lettuce or cress
⅓ cupful French Dressing

Flake the fish, add the celery, pimentoes and French Dressing, and chill for twenty minutes. Then stir in Chili Mayonnaise to blend and arrange for service with a garnish of any salad green and extra dressing. If desired, two chopped hard-cooked eggs may be added to the fish.

The secret of delicious wholesome frying is—WESSON OIL

THE GOODNESS of food fried in Wesson Oil is due to the goodness of Wesson Oil itself—pure, delicious salad oil.

The wholesomeness of food fried in Wesson Oil is not only because Wesson Oil is so wholesome in itself, but also because Wesson Oil can be heated hot enough to fry perfectly, without burning. Poor fat or burned fat is responsible for most of the objections to fried foods. At the right temperature for frying most fats smoke and "break down." But Wesson Oil can be heated hot enough to fry perfectly long before it burns—and with reasonable care the food you fry in Wesson Oil is just as wholesome and just as digestible as any other way you cook it. A thin, crisp crust forms quickly, and, inside

this crust, the food cooks to a tempting lightness and delicacy.

Frying with oil is not a new way to cook. You don't have to learn how. You always melt any fat to a liquid before it is hot enough to fry in. With Wesson Oil you start with an oil. There's no difference in the way you fry—but an amazing difference in what it tastes like, because you have used a good-to-eat salad oil instead of a melted fat that you'd hesitate to eat by itself.

WESSON OIL

makes the best pie crust you ever tasted

YOU NEED a fat as good as Wesson Oil to make the things you cook as good to eat as they can be. Wesson Oil is salad oil, of course, but it costs so little that you can afford to cook with it too. And you'll never know how good things can taste until you've cooked with a fat that is good to eat itself. If you have never cooked with Wesson Oil, try making pie crust with it. If you have cooked with Wesson Oil you may wish to try Mrs. Boyd's recipe for pie crust. She sent this recipe to us with the comment that she never knew it to fail.

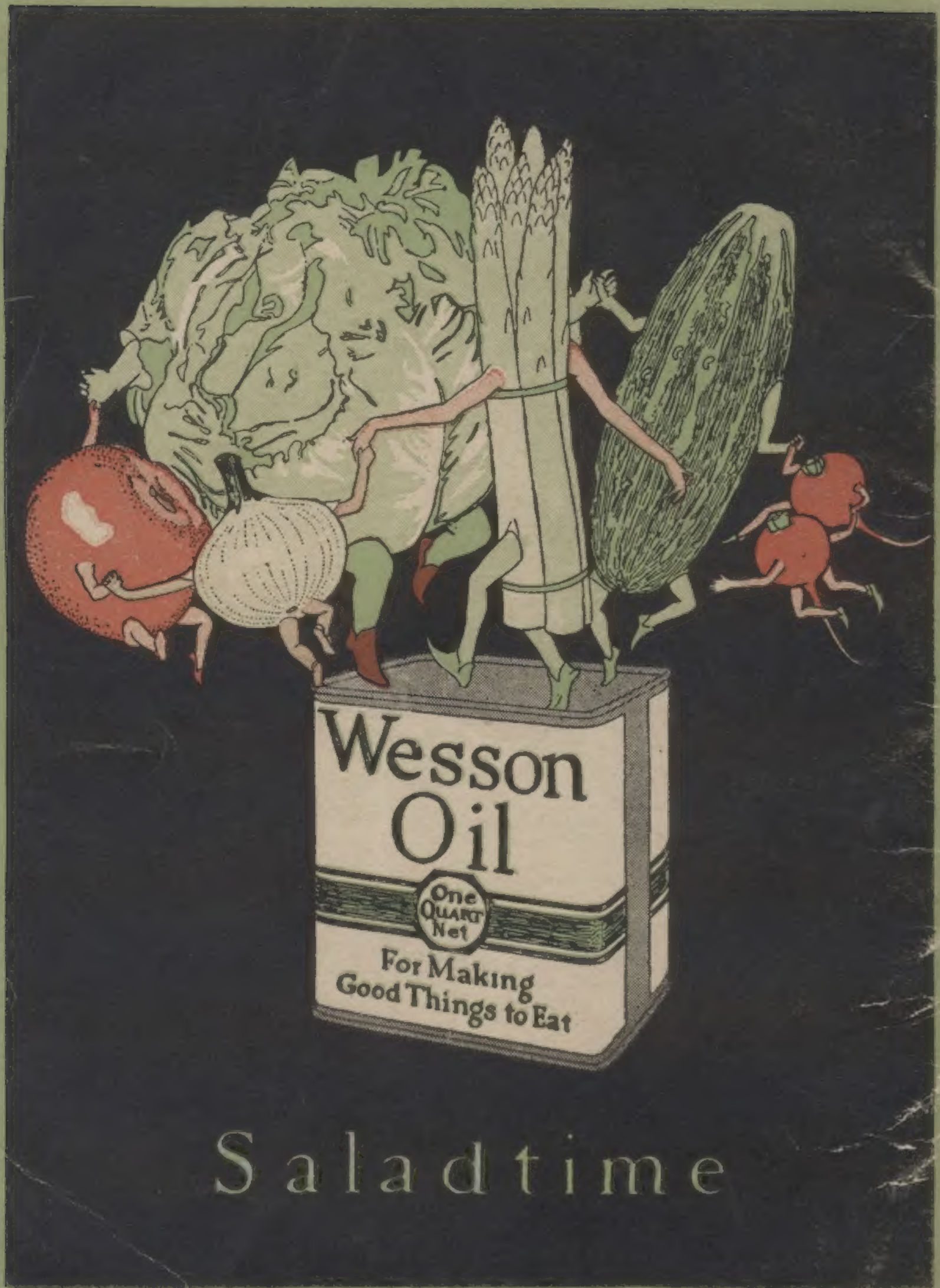
Sift into a mixing bowl one and one-half cups of flour and one-half teaspoonful of baking powder. Make a depression in the centre. Into this pour a generous half cup

FB 351 02 23-06

of Wesson Oil and an exact one-half cup of very cold (or ice) water. Add a pinch of salt. Mix quickly with a fork and divide in two portions. Do not knead, but roll on a well-floured board, spread on pans, fill and bake at once in a quick oven.

The ingredients should be cold, and do not knead or re-roll. The dough must not stand, but the whole process must be completed as rapidly as possible.

Do not pinch or crimp the edge of the pie. To do so makes a hard edge that no one cares to eat. Instead, trim the edges in the usual way, then place the palms of the hands on opposite sides of the pie and raise the dough until the edges stand straight up. This prevents all leaking and the crust is tender to the last morsel.



Saladtime